

# My Mentor 2<sup>nd</sup> Edition – Challenging women to make it happen



**Get your women into training with Maureen Frank's 2<sup>nd</sup> edition of her highly successful *my mentor* program! This NEW program is now bigger and bolder, and has great new strategies, tips and information for working women on how they can make their personal and professional lives better in every way!**

*My mentor – challenging women to make it happen* is a ground-breaking, powerful, self paced, development program for women within the workplace. Delivered in CD, DVD and workbook format and covering 12 core modules, the program has been created by leading Australian business-woman and gender diversity specialist, Maureen Frank.

The *my mentor* program includes the most up to date processes for dealing with some of the key business issues women have told us they have. It includes mind challenging exercises, thought provoking information and examples, cutting edge 'knockout' tools, interviews from some of Australia's leading corporate business women and demonstrations of some challenging scenarios and how to deal with them.

The participant usually completes one module per week over a 12 week period and during that week they will listen to one CD, watch a segment of the DVD and fill out exercises within a section of the workbook. The format is flexible for busy working women – you can watch it at home, listen to it in

the car or on your ipod, and fit the workbook in your handbag.

## **What's in *my mentor - challenging women to make it happen*?**

- Three new DVDs featuring words of wisdom from a wide range of leading Australian business-women
- 12 new CDs featuring Maureen Frank delivering a complete journey of guidance for women in all facets of their life and skills development
- New workbook featuring exercises and information to keep them on track for their journey

## **What are the 12 modules?**

*Module 1 Lead like a woman!*

*Module 2 Stop procrastinating - it's time for action*

*Module 3 Personal branding - understand what you are selling*

*Module 4 Build a plan - your strategy for your life and career*

*Module 5 Taking calculated risks - shift your mindset*

*Module 6 Raising your visibility and selling yourself*

*Module 7 The power of networking*

*Module 8 Communicate to be heard*

*Module 9 Understanding male and female style differences*

*Module 10 Influence and negotiate win-win outcomes*

*Module 11 Striking the balance*

*Module 12 Go for the KNOCKOUT and make it happen!*

## **Benefits of the program will include;**

1. The ability for more women to be given the opportunity to develop and advance core personal and professional skills and put in place peer mentoring and networking plans.
2. Advancement of women through the following key areas:
  - a. Stepping up to take on projects, higher duties, secondments
  - b. Promotions into higher roles
  - c. Personal satisfaction and achievement of personal and professional goals
  - d. Self driving of careers and current roles with higher levels of satisfaction with current employer
3. Alignment between a gender diverse employer brand and employee strategies
4. Demonstration of initiatives to attract and retain women within the organisation.

We have seen women who have done our 1<sup>st</sup> Edition program transform their lives in all facets - from gaining promotions; to winning new customers and business; to moving interstate for work; to losing weight; to starting a networking group; to stopping domestic violence – it has been powerful! In fact women who have done this program have proven to set themselves apart from other women in their organisation through increased performance and higher pay rises.

### **Who is interviewed on the DVDs?**

Some of the women interviewed, include:

**Ann Sherry** - CEO Carnival Australia and Chair of the Queensland Public Service Commission

**Nicole Hollows** - CEO Macarthur Coal

**Julia Burns** - Director - Federal Office for Women

**Launa Inman** - Managing Director, Target

**Andrea Grant** - Group Human Resources Director, Telstra Corporation

**Helen Brodie** - State Manager, Australia Post

**Linda Brown** - Deputy Vice Chancellor, Swinburne University

**Jude Munro** - CEO, Brisbane City Council

**Sally Herman** - General Manager, Corporate Sustainability, Westpac

**Tania Whyte** - President, Linfox Commercial

**Anne Loveridge** - Partner, PricewaterhouseCoopers

**Captain Rushbrook** - Commander, Royal Australian Navy

**Vittoria Shortt** - Head of Direct Channels, Commonwealth Bank

**Debbie Best** - Deputy Director General, Dept of Environment and Resource Management (Queensland Government)



### **Additional support programs by Emberin**

**emberin** is pleased to announce the development of three additional programs to support the organisation and its gender diversity goals:

**Manager's program** – this program contains a single CD, 2 DVD's and a workbook and has been created for the Manager of the participant doing the My Mentor program to use as a companion guide. This program has been created to address the feedback from past participants that their managers need to be more engaged.

**Parental Leave program** – this program contains two CDs, a DVD and a workbook and is a one stop guide for employees going on parental leave. It guides them through before and during parental leave and returning to work. This program can be used as a stand-alone for women pre, during or post maternity leave, or can be used in conjunction with the *my mentor* program.

**Alumni program** – this program contains two CDs, two DVDs and workbook and is a refresher course for past participants of the *my mentor* program. It is designed to reignite that motivation and keep the participant focused on their goals and career planning. We also bring the alumni up to date with some new concepts and ideas.

### **Fees**

(For 10 or more kits, not inc. postage/gst/ancillary costs)

My Mentor Kit	\$425 per kit
Mastering Gender Leadership	\$450 per kit
Manager kits	\$125 per kit
Alumni kits	\$135 per kit
Parental Leave kits	\$145 per kit
Email comms to each person	\$50 pp
End Program Survey	\$750
Teleconference facilitation	\$500 per call (not incl. tele-conference phone link up)



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